

## ORDER



**Orders**  
**Order / Rev:** 698745  
**Alt Order #:** 06224569  
**Product Desc:** CROSSROADS GPS  
**Estimate:** 1005  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 07/10/12 / 08/20/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:** John Flynn  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A25-54  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	62	\$75,400.00	\$64,090.00
10/01/12	10/01/12	14	\$12,325.00	\$10,476.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	62	\$75,400.00	\$64,090.00	0.00
October 2012	14	\$12,325.00	\$10,476.25	0.00
<b>Totals</b>	<b>76</b>	<b>\$87,725.00</b>	<b>\$74,566.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	19%	\$87,725.00
Market	100%	\$461,710.53

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$4,617.11
WEWS	25%	\$115,427.63
WJW	16%	\$73,873.68
WOIO	14%	\$64,639.47
WUAB	25%	\$115,427.63

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/25/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$700.00	P-5	0.00	NM	4	\$2,800.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$700.00		0.00						
E 2	WKYC	09/25/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$600.00	P-5	0.00	NM	8	\$4,800.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	8		\$600.00		0.00						
E 3	WKYC	09/25/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	4	\$350.00	P-5	0.00	NM	4	\$1,400.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$350.00		0.00						
E 4	WKYC	09/25/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$525.00	P-5	0.00	NM	8	\$4,200.00
2 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	8		\$525.00		0.00						
E 5	WKYC	09/25/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$1,400.00	P-5	0.00	NM	4	\$5,600.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$1,400.00		0.00						
E 6	WKYC	09/25/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	4	\$2,400.00	P-5	0.00	NM	4	\$9,600.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$2,400.00		0.00						
E 7	WKYC	09/25/12	09/28/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	4	\$950.00	P-5	0.00	NM	4	\$3,800.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$950.00		0.00						
E 8	WKYC	09/25/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$850.00	P-5	0.00	NM	4	\$3,400.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$850.00		0.00						
E 9	WKYC	09/25/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$575.00	P-5	0.00	NM	4	\$2,300.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF - -	4		\$575.00		0.00						
E 10	WKYC	09/25/12	09/29/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF-S-	:30	5	\$1,800.00	P-5	0.00	NM	5	\$9,000.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF-S-	5		\$1,800.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5		NKYC	09/24/12-09/30/12	LN (M-Su)	11P-1135P		- TWThFSa--	:30	<del>(\$1,800.00)</del>	0.00	NM				
See MG 10.6 [Prgm Change]															
6		NKYC	09/27/12-09/27/12	Post NFL News	Various		---Th-----	:30	\$1,800.00	0.00	NM				
Ⓜ MG for 10.5 09/27															
E 11	WKYC	09/27/12	09/27/12	Thu Prime C Thu Prime C	CM	10-11p	---T---	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$2,200.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		NKYC	09/27/12-09/27/12	Thu Prime C	10-11p		---Th-----	:30	<del>(\$2,200.00)</del>	0.00	NM				
See MG 11.2 [Prgm Change]															
2		NKYC	09/27/12-09/27/12	Browns Pre-Game	Browns Pre-Game		---Th-----	:30	\$2,200.00	0.00	NM				
Ⓜ MG for 11.1 09/27															
E 12	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$550.00	P-5	0.00	NM	2	\$2,000.00
1 X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	2		\$550.00		0.00						



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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WKYC	10/01/12	10/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M- - - - -	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		2				\$350.00		0.00			
E 22	WKYC	10/01/12	10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	M- - - - -	:30	2	\$525.00	P-5	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		2				\$525.00		0.00			
E 23	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M- - - - -	:30	1	\$1,400.00	P-5	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		1				\$1,400.00		0.00			
E 24	WKYC	10/01/12	10/01/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M- - - - -	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		1				\$2,400.00		0.00			
E 25	WKYC	10/01/12	10/01/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M- - - - -	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		1				\$950.00		0.00			
E 26	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M- - - - -	:30	1	\$850.00	P-5	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		1				\$850.00		0.00			
E 27	WKYC	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	1	\$575.00	P-5	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		1				\$575.00		0.00			
E 28	WKYC	10/01/12	10/01/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M- - - - -	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		1				\$1,800.00		0.00			
													Totals	76	\$87,725.00